### HND in Advertising and PR (GN5G 16)

**Mandatory Units -** Learners must achieve all mandatory units, ie 20 SQA credits/160 SCQF credits

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| **4 code** | **2 code** | **Unit title** | **SQA**  **credit** | **SCQF**  **level** |
| F7BX | 34 | [Marketing: An Introduction](https://www.sqa.org.uk/files/hn/F7BX34.pdf) | 1 | 7 |
| HK55 | 34 | [Advertising: The Advertising Industry](https://www.sqa.org.uk/files/hn/HK5534.pdf) | 1 | 7 |
| HC2P | 34 | [Public Relations: Principles and Practice](https://www.sqa.org.uk/files/hn/HC2P34.pdf) | 1 | 7 |
| HH9T | 34 | [Marketing Research Theory](https://www.sqa.org.uk/files/hn/HH9T34.pdf) | 1 | 7 |
| HW09 | 34 | [Marketing Planning: An Introduction](https://www.sqa.org.uk/files/hn/HW0934.pdf) | 1 | 7 |
| HX3V | 34 | [Digital Marketing Communications: Website Tools and Techniques](https://www.sqa.org.uk/files/hn/HX3V34.pdf) | 1 | 7 |
| HH6C | 34 | [Digital Marketing Communications: Content Development](https://www.sqa.org.uk/files/hn/HH6C34.pdf) | 1 | 7 |
| HX47 | 34 | [Marketing Communications: Graded Unit 1](https://www.sqa.org.uk/files/hn/HX4734.pdf) | 1 | 7 |
| HP8D | 34 | [Advertising: Media Sales and Buying](https://www.sqa.org.uk/files/hn/HP8D34.pdf) | 1 | 7 |
| DG6L | 34 | [Consumer Behaviour and the Marketing Process](https://www.sqa.org.uk/files/hn/DDG6L34.pdf) | 1 | 7 |
| HP8E | 35 | [Copywriting](https://www.sqa.org.uk/sqa/files/hn/HP8E35.pdf) | 1 | 7 |
| HW0A | 35 | [Advertising and PR: Developing a Digital Advertising and Public Relations Campaign](https://www.sqa.org.uk/sqa/files/hn/HW0A35.pdf) | 2 | 8 |
| HC49 | 35 | [Public Relations: Strategic Analysis, Planning and Application](https://www.sqa.org.uk/sqa/files/hn/HC4935.pdf) | 2 | 8 |
| HW06 | 35 | [Marketing Research Applications](https://www.sqa.org.uk/sqa/files/hn/HW0635.pdf) | 1 | 8 |
| HP8F | 35 | [Corporate Identity](https://www.sqa.org.uk/sqa/files/hn/HP8F35.pdf) | 1 | 8 |
| HC4A | 35 | [Marketing: Brand Management](https://www.sqa.org.uk/files/hn/HC4A35.pdf) | 1 | 8 |
| HX49 | 35 | [Advertising and Public Relations: Graded unit 2](https://www.sqa.org.uk/sqa/files/hn/HX4935.pdf) | 2 | 8 |
|  |  | **Total mandatory credits** | **20** |  |

**Optional Units -** Learners must achieve optional units totaling 10 SQA credits/80 SCQF credit points.

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| **4 code** | **2 code** | **Unit title** | **SQA**  **credit** | **SCQF**  **level** |
| HC2N | 35 | [Advertising: Media Research](https://www.sqa.org.uk/files/hn/HC2N35.pdf) | 1 | 8 |
| DH4C | 34 | [Media Analysis: Advertisements](https://www.sqa.org.uk/sqa/files/hn/DH4C34.pdf) | 1 | 7 |
| DV76 | 34 | [Advertising: Research and Planning a Local Campaign](https://www.sqa.org.uk/files/hn/DDV7634.pdf) | 1 | 7 |
| DV74 | 35 | [Advertising: Developing a Campaign](https://www.sqa.org.uk/files/hn/DV7435.pdf) | 1 | 8 |
| FM0Y | 35 | [Sales Promotion](https://www.sqa.org.uk/sqa/files/hn/FM0Y35.pdf) | 1 | 8 |
| DG6W | 34 | [Principles and Practices of Selling](https://www.sqa.org.uk/files/hn/DDV8V34.pdf) | 1 | 7 |
| HW05 | 35 | [Professional Sales: Principles and Practices](https://www.sqa.org.uk/sqa/files/hn/HW0535.pdf) | 1 | 8 |
| FK8G | 35 | [Sales Planning](https://www.sqa.org.uk/files/hn/FK8G35.pdf) | 1 | 8 |
| DV8P | 35 | [Marketing Relationships](https://www.sqa.org.uk/files/hn/DV8P35.pdf) | 1 | 8 |
| H8PD | 34 | [International Marketing: An Introduction](https://www.sqa.org.uk/files/hn/H8PD34.pdf) | 1 | 7 |
| F7R3 | 35 | [International Marketing: The Mix](https://www.sqa.org.uk/files/hn/F7R335.pdf) | 1 | 8 |
| J11P | 35 | [Consumer Behaviour: Research and Applications](https://www.sqa.org.uk/sqa/files/hn/J11P35.pdf) | 1 | 8 |
| HW04 | 35 | [Marketing Communications: Investigation](https://www.sqa.org.uk/sqa/files/hn/HW0435.pdf) | 2 | 8 |
| HP8G | 35 | [Direct Marketing](https://www.sqa.org.uk/files/hn/HP8G35.pdf) | 1 | 8 |
| HC2R | 34 | [Marketing Communications: An Introduction](https://www.sqa.org.uk/files/hn/HC2R34.pdf) | 2 | 7 |
| FD69 | 34 | [Digital Imaging](https://www.sqa.org.uk/sqa/files/hn/FD6934.pdf) | 1 | 7 |
| DX33 | 35 | [Digital Imaging Project](https://www.sqa.org.uk/sqa/25150.html) | 1 | 8 |
| H1F0 | 34 | [Creating a Culture of Customer Care](https://www.sqa.org.uk/sqa/files/hn/H1F034.pdf) | 1 | 7 |
| F6JF  DH8K  DV99 | 34  34  34 | Max of one law unit may be selected:  [Law and the Media](https://www.sqa.org.uk/sqa/files/hn/f6jf34.pdf)  [Law and the Communications Industry](https://www.sqa.org.uk/files/hn/DDH8K35.pdf)  [Commercial Law for Marketing](https://www.sqa.org.uk/sqa/files/hn/DDV9934.pdf) | 1 | 7 |
| F3HT | 34 | [Personal Enterprise Skills](https://www.sqa.org.uk/files/hn/F3HT34.pdf) | 1 | 7 |
| FF44 | 35 | [Creative Industries: Enterprise Activity](https://www.sqa.org.uk/files/hn/FF4435.pdf) | 1 | 8 |
| H29T | 34 | [Understanding Personal and Professional Development](https://www.sqa.org.uk/files/hn/H29T34.pdf) | 1 | 7 |
| F7J8 | 34 | [Economic Issues: An Introduction](https://www.sqa.org.uk/sqa/files/hn/F7J834.pdf) | 1 | 7 |
| F7J6 | 35 | [Economics 1: Micro and Macro Theory and Application](https://www.sqa.org.uk/files/hn/F7J635.pdf) | 1 | 8 |
| F1MF | 34 | [Organisations and Management](https://www.sqa.org.uk/files/hn/DF1MF34.pdf) | 1 | 7 |
| H1F2 | 34 | [Management Leadership at Work](https://www.sqa.org.uk/sqa/files/hn/H1F234.pdf) | 1 | 7 |
| H358 | 34 | [Supply Chain Logistics: An Introduction](https://www.sqa.org.uk/sqa/files/hn/H35834.pdf) | 1 | 7 |
| H35A | 34 | [Supply Chain Service Levels: Setting the Standards](https://www.sqa.org.uk/sqa/files/hn/H35A34.pdf) | 1 | 7 |
| F1NH | 34 | [Project Management: An Introduction](https://www.sqa.org.uk/sqa/files/hn/DF1NH34.pdf) | 1 | 7 |
| F93K | 34 | [Financial Accounting Statements: An Introduction](https://www.sqa.org.uk/sqa/files/hn/F93K34.pdf) | 1 | 7 |
| F93H | 34 | [Using Financial Accounting Statements](https://www.sqa.org.uk/sqa/files/hn/F93H34.pdf) | 1 | 7 |
| D7MD | 35 | [European Media: Analysis and Investigation](https://www.sqa.org.uk/sqa/files/hn/DD7MD35.pdf) | 1 | 8 |